## What is claimed is:

1. A chiral compound represented by the following structure:

$$(X)_n$$
 $R_0$ 
 $(X)_n$ 
 $(X)_n$ 
 $(X)_n$ 

wherein A, B, C and D are independently selected divalent groups, the X groups are independently selected substituents, the n subscripts are independently 0, 1, 2, or 3, and the R<sub>O</sub> groups are independently hydrogen or a substituent capping each oxygen, and wherein any two X and/or R<sub>O</sub> groups can optionally form a fused ring and the two R<sub>O</sub> groups can optionally connect to form a bridge.

- 2. The compound of claim 1 wherein A, B, C and D is independently selected from the group consisting of methylene, oxygen, sulfur, sulfoxyl, sulfonyl, carbonyl, mono-substituted nitrogen (N-R), and di-substituted carbon (R<sub>1</sub>-C-R<sub>2</sub>), wherein R, R<sub>1</sub> and R<sub>2</sub> are independently hydrogen or a substituent and any two R, R<sub>1</sub> and R<sub>2</sub> groups on the same ring in said structure can optionally form a fused ring.
- 3. The compound of claim 2 wherein A, B, C and D are independently methylene or di-substituted carbon  $(R_1-C-R_2)$ .
- 4. The compound of claim 1 wherein A and B are the same, respectively, as C and D.

- 5. The compound of claim 1 wherein each X substituent is independently selected from the group consisting of oxygen-containing organic substituents and/or a carbon-containing substituents.
- 6. The compound of claim 5 wherein each X is independently selected from the group consisting of alkoxy, aryloxy, carboalkyl (O-C(=O)R), carboaryl (O-C(=O)Ar), carboalkoxy (O-C(=O)OR), carboaryloxy (O-C(=O)OAr), alkyl groups of about 1-20 carbons, cycloalkyl groups of about 1-20 carbons, aryl groups of about 6-20 carbons, alkaryl groups of about 6-20 carbons, carboalkoxy (C-C(=O)OR), carboaryloxy (C-C(=O)OAr), aryl or alkyl ketones (C-C(=O)R) or (C-C(=O)Ar), all either substituted or unsubstituted, or any two members of the X and R<sub>O</sub> groups on a ring may be joined to form a fused ring.
  - 7. The compound of claim 1 having the following structure

$$(X)_n$$
 $(X)_n$ 
 $(X)_n$ 
 $(X)_n$ 

wherein each X is an independently selected substituent; each n is independently 0 to 3; and R<sub>O</sub> is as defined above.

8. The compound of claim 1 represented by the following structure:

wherein W is a substituent or replaced by hydrogen and each  $R_{\text{CO}}$  is an independently selected substituent.

- 9. The compound of claim 8 wherein R<sub>CO</sub> is aryl, alkyl, cycloalkyl, alkaryl or heterocyclic, all either substituted or unsubstituted.
- 10. The compound of claim 1 wherein the compound is capable of polymerization.
- 11. A material compositions comprising an enantiomerically excess of one enantiomer of the compound of the following structure

$$(X)_n$$
 $B$ 
 $C$ 
 $D$ 
 $(X)_n$ 
 $(X)_n$ 

wherein A, B, C and D are independently selected divalent groups, the X groups are independently selected substituents, the n subscripts are independently 0, 1, 2, or 3, and the R<sub>O</sub> groups are independently hydrogen or a substituent capping each

oxygen, and wherein any two X and/or  $R_0$  groups can optionally form a fused ring and the two  $R_0$  groups can optionally connect to form a bridge.

12. A liquid crystalline composition comprising as a chiral dopant admixed with a liquid crystal material, one or more chiral compounds, or a polymerized form thereof, represented by the following structure:

$$(X)_n$$
 $B$ 
 $C$ 
 $D$ 
 $(X)_n$ 
 $(X)_n$ 

wherein A, B, C and D are independently selected divalent groups, the X groups are independently selected substituents, the n subscripts are independently 0, 1, 2, or 3, and the  $R_O$  groups are independently hydrogen or a substituent capping each oxygen, and wherein any two X and/or  $R_O$  groups can optionally form a fused ring and the two  $R_O$  groups can optionally connect to form a bridge.

- 13. The liquid crystalline composition of claim 12 further comprising a polymer binder in which domains of the liquid crystal are dispersed.
- 14. The liquid crystalline composition of claim 12 wherein the liquid crystalline composition is STN, TN, chiral nematic, or ferroelectric.
- 15. The liquid crystalline composition of claim 12 wherein the liquid crystalline composition is chiral nematic.
- 16. A coated substrate comprising the liquid crystalline composition of claim 12.

- 17. A display comprising the liquid crystalline composition of claim 12 wherein the composition is disposed between first and second electrodes.
- 18. The display of claim 17 wherein the liquid crystalline composition is bistable and dispersed in the form of domains in a polymeric matrix.
- 19. The use of a chiral compound of the structure of claim 11, or a polymerized form thereof, as a chiral dopant in liquid crystals.
- 20. The use of chiral compounds of claim 11, or a polymerized form thereof, in admixture with a liquid crystal material, in a display, polarizer, color filter, non-absorptive color filter, liquid crystal pigment for decorative coatings or security markings, optical switching, optical information storage, or diagnostic or medical compositions.

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